



## **CITY OF AUBURN**

Administrative Services Department

1225 LINCOLN WAY • AUBURN, CA 95603 • PHONE (530) 823-4211 •

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### **Request for Qualifications for website design and implementation of a new web content management system**

**Date Issued: March 11, 2015**

**Date Due: March 25, 2015**

#### **I. Introduction**

The City of Auburn, California is seeking proposals for the design of a website for the City and the purchase and implementation of a web content management system (CMS) along with website design, development and implementation services. Proposals must be submitted in accordance with the conditions outlined in this Request for Qualification (RFQ) document

#### **II. RFQ Instructions**

##### **A. Completing the RFQ**

Your written response must address every requirement of this document including a firm price quote. If you would like to attach documentation to support your answers, please do so; however, the summary answers should stand on their own. The quality of the response to the RFQ will be viewed as an example of the Firm's capabilities. If you require any clarification, provide the questions via e-mail to Shari Conley ([sconley@auburn.ca.gov](mailto:sconley@auburn.ca.gov)), and/or Dylan Feik ([dfeik@auburn.ca.gov](mailto:dfeik@auburn.ca.gov)) a minimum of 1 week prior to the due date.

##### **B. Format and Due Date**

Responses are due no later than 5:00pm PST on Wednesday, March 25, 2015. Late responses will not be considered. Please submit responses to:

Office of Administrative Services Director

City of Auburn

1225 Lincoln Way

Auburn CA. 95603

<mailto:sconley@auburn.ca.gov>

All submitted responses will be considered the property of the City of Auburn.

Name one person to be the coordinator for your RFQ response and for any clarification activities, which might be necessary.

Contact Name:

Company:

Title:  
Address:  
Phone:  
E-mail

### **C. Contract**

Please provide an estimated cost to complete the scope of work as provided within this RFQ. If you require a contract for this work please include it. Award of a final contract will be announced following final selection of the Firm, including City Council approval of the contract, and selected Firm agrees to negotiate a final scope-of-work and contract terms at that time.

### **D. Confidentiality**

All material submitted by the City of Auburn will be treated as confidential and cannot be used for any other purpose than the response to this RFQ. Information submitted by any Firm will be considered confidential to the City of Auburn and will not be used for any other purpose than evaluating Firm responses.

### **E. Selection Process**

These key factors will influence Auburn's decision in selecting the solution and the Firm providing it:

1. Completeness and inclusion of requested information
2. Qualifications and experience of Firm and staff, including:
  - a. Overall experience and reputation in the industry
  - b. Experience with the proposed solution
  - c. Service and support resources
3. Past performance of Firm, including number of clients and references
4. Similar projects completed by Firm
5. Ability to meet deadlines and budget requested by City

### **F. Disclaimer**

This RFQ does not commit the City of Auburn to any specific course of action. Auburn reserves the right to not select any Firm or purchase any goods and services resulting from this RFQ.

## **III. Firm Background**

### **A. Company Information**

- a) List your company's legal name, address, and telephone number.
- b) Length of time the Firm has been in business?
- c) Length of time the Firm has been providing this product and service.

### **B. References**

Provide a minimum of 3 references for customers, preferably local government customers, for which you have performed similar work. Include contact names, telephone numbers and addresses.

### **C. Minimum Requirements for Submitting a Proposal**

- a) Firm must have experience providing website design and web content management solutions for government/municipalities or other clients with similar functions and complexity.
- b) Proposals must include a client history to demonstrate that they have designed and developed municipal websites.

- c) Proposals must be valid for not less than one-hundred and twenty (120) days after the Open Date.

#### **IV. Solution Specific Development and Technical Requirements**

This is our best description of what we believe is required of the City at this time:

- a) Website Objectives. There are a number of primary objectives to be accomplished by the development of a new website, both focused externally on website visitors and internally on website administrators. Aside from specific functionality, the website should meet the following overarching goals:
  - 1. Provide accurate, current, comprehensive information to City's audiences in a visually appealing, user-friendly way.
  - 2. Make it easier for audiences to interact with the City.
  - 3. Move transactions online, for citizens and businesses to provide convenience for users and convenience and efficiency for the City.
  - 4. Provide round-the-clock access to City information and transactions.
  - 5. Reduce City staff time to handle routine inquiries.
  - 6. Market and showcase the City.
  - 7. Offer a variety of communication methods to keep audiences up-to-date, including e-mail notifications, SMS text messages, RSS feeds and Gov2.0 interaction.
  - 8. Promote the use of on-site media through photo, audio and video posting methods that encourage user viewing and, when appropriate, feedback and interaction.
  - 9. Simplify website administration, allowing site administrators of various skill levels the opportunity and means to update assigned sections of the website.
  - 10. Enable site administrators to interact with a larger community of software users in order to develop best-practices and share general information.
  - 11. Build upon current website development standards while maintaining the flexibility to add new functionality for audiences and administrators over time with minimal cost.
- b) Audience and Site Structure. The website may contain information pertaining to different audiences. The navigational architecture of the site should therefore take public audiences into consideration and show means to structure, organize and navigate for all users. Audiences served by the City's website include:
  - 1. Internal and external community council, boards and commissions
  - 2. Community residents
  - 3. Local, regional and international residents, businesses, visitors and tourists
  - 4. Potential new businesses and employers
  - 5. Local business clientele
  - 6. Community or area employees
  - 7. Area chambers of commerce
  - 8. Area convention and visitors bureaus
  - 9. Firms doing business or seeking business with the community
  - 10. Area school districts
  - 11. Residents or visitors seeking employment
  - 12. Local or regional press/media
  - 13. Community activists and organizations
  - 14. Students
- b) Experience and Development Criteria. Preference will be given to Firms with experience developing municipal government websites, with special attention given to Firm's

breadth of experience, quality of references, years of experience and expertise of staff. Additional development criteria include:

1. The website will be developed through the cooperation of City and the Firm and facilitated under the supervision of a dedicated project management professional in the direct employ of the Firm.
  2. Firm will supply a team of development professionals to supplement the development process lead by the project manager. This team should include staff members skilled in municipal website navigation and architecture, municipal website design and support and training of the content management system.
  3. Firm shall have a proven development process and flexible timeline structure that favors the availability and time commitment of the City. Firm should be prepared to share details of development timelines and processes in proposal.
  4. The content management software must be a proven platform for website development and municipal website architecture. Development that is requested and approved by the City should be performed by the Firm utilizing software development methods that encourage collaboration between the developer and City.
  5. For ease of communication and project development, preference will be given to firms utilizing their own development staff rather than subcontracting pieces of the project development to additional Firms. Subcontractors or Firm-utilized third-party developers who assist in part or in whole in the development of the website or continuing services shall be fully disclosed in any development proposal.
- c) Design Guidelines and Qualifications. The visitor-facing design of the website should be welcoming, attractive and created by a member or members of the firm's professional design staff. The final version of the design should be a collaborative effort between the City and the Firm, incorporating elements that effectively represent the brand and image desired by the City through a consultative development process. Specific design guidelines and qualifications include:
1. As a part of standard website project development, the Firm shall develop an original design for the City and, over a period of time during the development of the website, consult with key members of City's website committee to make revisions and alterations to the Firm's original design submission.
  2. Website design must be visually appealing, incorporating the City's colors and logo where appropriate.
  3. Firm should be able to provide design elements utilizing stock photography in the event that representative photography of the City is unavailable.
  4. Design elements should include photographs that are easily updated.
  5. Website design must remain consistent throughout all pages to maximize usability, except where differentiating between departments and/or sections of the website as requested by City.
  6. Firm must have the capability to provide original designs for sub-sites associated with the primary site within the framework of the primary project development period.
  7. The final version of the website should be easily identified as the Official Site of the City of Auburn.
  8. No advertisements, or pay-per-placement graphics, icons or elements will be allowed on the website.
  9. Ownership of the website design and all content should be transferred to the City upon completion of the project.
- d) Website Content Management Guidelines, System Features and Applications. The Firm's content management system should be a web-based application that provides the core of the entire development process, being both the platform for development and the tool by

which system administrators and contributors can update their new website. The content management system may feature plug-in applications or modules that enhance the functionality of the website, though core features of the CMS should center around ease-of-use, flexibility and, for ongoing stability, established information architecture and hosting environment. The system must allow non-technical content contributors the following abilities:

1. A way to add, edit and move content directly on an assigned webpage without the need to utilize or be trained on a back-end administrative system.
  2. Quick and easy access to add and update calendar listings, with editing methods available through a direct, front-end interface or a robust back-end interface.
  3. Content publishers should be able to add and update menu items if assigned the appropriate permission level.
  4. The CMS should automatically create and update a sitemap and on-page breadcrumbs when content is added, edited or removed from the site.
  5. Content publishers should have the ability to assign multiple content records to a single link, allowing for rotating content.
  6. The CMS must have a rich text editor for content additions and updates that, while allowing flexibility for higher-end content contributors, is simple and straightforward, giving basic content contributors a basic set of fewer options to alter established site styles.
  7. Content contributors must have the option to use pre-created page templates to assist in the formatting and development of new content.
  8. Content contributors must have the option to share templates with and use templates from a wider community pool which shares best-practice page development.
  9. Users who wish to add simple links – either internal or external – should be provided with an option to do so through an automatic hyperlinking option.
  10. Content added to the site, whether as a part of page content or additions to plug-in applications or modular elements, shall feature delayed posting and automatic expiration abilities.
  11. Notification of expiration of site content shall be received by content owners through notifications available via an in-CMS action center, a dashboard administrative display and e-mail notifications.
  12. All published content on the website shall be automatically archived and retrievable at any time without having to refer to backup tapes.
  13. The administrative portion of the CMS shall be accessible for all content contributors and feature a customizable interface that displays critical shortcuts, on-site items that require attention, recent activity logs and an internal messaging system that displays administrative messages and updated information.
  14. Round-the-clock access to support materials including, but not limited to: online training manuals, support FAQs, customer support forums, instructional videos, informational newsletters, informational and support-driven webinars (live and archived), request forms, online education courses and support-related updates through common social networking mediums
  15. Trained content creators of the content management system shall have access to live support via e-mail or phone during Firm's normal business hours.
- e) The system shall also include the following features for use by advanced administrative users:
1. Administrators shall have the ability to add, edit, update and move menu items, affecting overall site structure and organization.
  2. Reports detailing broken links on the website, including the referring page location so that links can be corrected.

3. A report detailing all changes and activity taking place on the website through content contributors and administrators; the report shall be filterable by start and end dates, times, by content time and by action taken. All history shall be exportable.
4. A separate history report detailing user login history, including the user type, the date and time of the attempted login, the IP address of the user and whether or not the login attempt was successful.
5. Feature area control on website pages, including the ability to add featured areas and assign content to those areas.
6. Higher-level users shall have the ability to create content categories within CMS applications and modules and edit the parameters for categories, as well.
7. A method by which administrators can create friendly URLs.
8. Administration of on-site banners and graphics, with the ability to add new banners and on-site graphical elements and assign those elements to specified areas of the site.
9. Access to site search statistics, including the ability to filter searched terms by date and time; search terms should have the ability to be exported.
10. The ability to manage administrative access to the site through a non-separable user permission system that defines in-system rights and workflows for both general content and modular applications that are included as a part of the CMS.
11. The permission system shall be divisible into both user administration and group administration, allowing permission levels to be attributed to groups to which users can be added.
16. Round-the-clock access to support materials including, but not limited to: online training manuals, support FAQs, customer support forums, instructional videos, informational newsletters, informational and support-driven webinars (live and archived), request forms, online education courses and support-related updates through common social networking mediums.
17. Designated administrators shall have round-the-clock access to live support via phone for emergencies.

In order to offer the most effective and applicable website possible to the City's intended audiences, the Firm's website content management system shall feature a full suite of functionality and applications designed for effective information-sharing for website content contributors and administrators, and interactive features for site visitors. Deliverables that are included as a standard part of the website content management system shall include:

f) System Administration Capabilities

1. Page creation ability featuring the following page and section creation options:
  - Dynamic Online Editor (Rich Text Editor)
  - Pre-created section templates
  - Community-created page templates
  - Dynamic link creation
  - HTML upload ability
2. Ability to add and edit banners to specified areas of the website
3. Capability to administer branch sites associated with the primary site
4. Site search statistics, including the ability to filter searched terms by date and time; search terms should have the ability to be exported
5. An administrative center for reviewing, filtering and exporting overall website statistics, including the ability to view statistics by page and presenting the information in a graphical representation
6. If necessary, one or more Secure Sockets Layer (SSL) certificates to encrypt data contained in site transmissions

7. A password-protected area of the website, available only to those users approved to access secure content
8. A report detailing all changes and activity taking place on the website through content contributors and administrators; the report shall be filterable by start and end dates, times, by content time and by action taken
9. All published content on the website shall be automatically archived and retrievable at any time
10. Ability to convert documents to PDFs via an included PDF conversion method
11. Assignment of multiple content records to a single link, allowing content to rotate
12. Assignment of multiple banners to a single page, allowing banners to rotate
13. Content added to the site, whether as a part of page content or additions to plug-in applications or modular elements, shall feature delayed posting and automatic expiration abilities
14. Included spell-check functionality
15. A non-separable user permission system with multiple levels of rights that defines in-system rights and workflows for both general content and modular applications that are included as a part of the CMS
16. A non-separable group permission system, that allows permission levels to be attributed to groups to which users can be added
17. A dynamic menu structure, with the ability to easily add, edit, move and delete menu items in multiple structural areas of the site
18. An infinite page structure system that allows the addition of an unlimited number of pages by City
19. An infinite menu level system that allows the addition of an unlimited number of menu levels by City
20. An administrative dashboard with a customizable interface that displays critical shortcuts, on-site items that require attention, workflow management, recent activity logs and an internal messaging system that displays administrative messages and updated information

g) Modular Applications and System Functionality

1. A document repository specifically designed for agendas, minutes and other historical documents, with built-in filtering abilities, search capabilities specific to the application and a reverse-chronological display
2. Bid posting functionality through an application specifically designed to display bids for multiple departments with filtering options by status
  - Ability for site visitors to subscribe to updates from individual bid categories through HTML e-mail, plain-text e-mail or SMS text messages
3. An integrated blog module with options for multiple blog categories and user comments
4. An easily searchable business and resource directory with the ability to display basic resource information, photos and links to additional material, which includes integrations with mapping search engines
5. An event calendar application that allows an unlimited number of calendar categories or types to be added to the site, with an unlimited number of items allowed to be added within each individual category
  - Calendar events shall be able to be set up as single events or recurring events, with options for daily, weekly, monthly or annual recurrences
  - Calendar events with associated addresses shall be automatically mapped to at least one web-based mapping site

- Calendar events shall provide space for full descriptions including the ability to post images, tables and video within the description
  - The site visitor shall be able to view calendars by a list of events, a week view or a month view
  - Calendars shall be filterable by category, a start date and an end date, with the ability to search for keywords
  - Each calendar category shall, if desired, post events automatically to an RSS feed; the category feeds shall be available individually or collectively
  - The full on-site calendar and individual calendar categories shall produce an associated iCal feed that can be imported into major calendar applications (both desktop and web-based); individual calendar events shall produce an associated iCal file for the single event
  - Ability for site visitors to subscribe to updates from individual calendar categories through HTML e-mail, plain-text e-mail, SMS text messages, RSS feeds and to view calendar updates through popular social-networking applications
6. An on-site document storage application with unlimited levels of folders, providing centralized storage of any type of file
  7. Easily visible and changeable emergency alert notifications that link to critical on-site information
  8. An expanded resource and information directory built specifically for public facilities, with an included method to request reservations
  9. A Frequently Asked Questions (FAQ) application that allows an unlimited number of FAQ categories or types to be added to the site, with an unlimited number of items allowed to be added within each individual category
  10. A free-form “spotlight” widget with unlimited categories that encourages additions of hyperlinks, images, videos and other content in multiple structural areas of the site
  11. An online form development tool for the City to develop interactive forms
    - Ability to have unlimited categories of forms, with an unlimited number of forms in each category
    - Method by which form data is stored in a database and can be exported in a usable format from the content management system
    - Capability to merge forms with other applications of the content management system, such as a citizen request management system or e-payment system
    - Ability to customize forms for request management purposes and tie directly into associated request-management tools
    - Ability to customize forms to accept and process payment through integrated e-commerce functionality without the need to connect to a third-party software source
  12. Job posting functionality through an application specifically designed to display jobs for multiple departments with filtering options by status
  13. Ability for site visitors to subscribe to updates from individual job categories through HTML e-mail, plain-text e-mail or SMS text messages
  14. A central video repository for the posting and display of video; within the media center, Firm shall allow the creation of an unlimited number of channels
    - Ability to upload multiple videos to quickly create and publish entire video channels to the website
    - Ability to feature one or more videos on the primary media center portion of the website
    - Allow site visitors to “like” popular videos and the inclusion of a “People’s Choice” area of the media center



- Ability to quickly edit videos and channels from the public-facing portion of the website
  - Ability to broadcast live video through a connection between the CMS' media functionality and a variety of video-capture devices
15. A news and announcements application that allows an unlimited number of news categories or types to be added to the site, with an unlimited number of items allowed to be added within each individual category
- Ability to feature news and announcements on individual pages and in multiple structural areas of the site
  - News items can easily be associated with images
  - Each news category shall, if desired, post events automatically to an RSS feed; the category feeds shall be available individually or collectively
  - Ability for site visitors to subscribe to updates from individual news categories through HTML e-mail, plain-text e-mail, SMS text messages, RSS feeds and to view news updates through popular social-networking applications
16. Subscription functionality that allows site visitors to subscribe to one or more on-site topics and receive updates through an e-mail; subscription application may contain an unlimited amount of categories and has the ability to deliver an unlimited amount of correspondence
- Ability to create professional HTML newsletters through the subscription service and deliver to an unlimited number of subscribers
  - Subscription ability tied into multiple other pieces of the content management system including calendars and news applications
  - A double opt-in security system that prompts subscribers to confirm subscriptions and reduces the number of non-functioning e-mail addresses in the system
  - No visible use of the CAPTCHA system
  - Ability to select delivery via plain-text or HTML e-mails
  - Ability to select delivery through SMS text messages
17. An online job application system that allows site visitors to create an online profile with employment and background information, upload supporting documentation and apply for jobs posted in the job-posting application
18. Ability to create opinion polls
19. A central photo and image repository for the posting and display of images; within the gallery, Firm shall allow the creation of an unlimited number of categories
- Ability to upload multiple photos to quickly create and publish entire photo albums to the website
  - Each album shall feature multiple views, including full album views, individual image views and an integrated slideshow function
  - Ability to feature one or more photos on the primary photo gallery portion of the website
  - Allow site visitors to submit their own photos for inclusion in the photo gallery
  - Allow site visitors to create on-the-fly postcards from any photo gallery upload and deliver, via an integrated messaging system, to an e-mail address of their choice
  - Ability to quickly edit photos and albums from the public-facing portion of the website
  - Ability to make images in a single album or throughout the entire gallery copyright protected and unable to be right-clicked for downloading or copying purposes
20. An application designed to display links to other pages within the website or external pages on other websites, with the ability to feature these links on individual pages and

- in multiple structural areas of the site; application may have unlimited categories and an unlimited number of links within each category
21. A citizen request management tool that allows users to log complaints or requests with City and interact with City in order to resolve requests
    - Capacity for unlimited request categories and unlimited request forms
    - An online profile builder that allows users to create a personal on-site presence for the purpose of returning to the site to read responses from City or to request additional services
    - A method by which City staff can view and respond to user requests
    - Ability to add comments, files and images to an individual request history
    - Ability to create form letters associated with responses to requests
    - Ability to create work orders associated with requests
    - Ability to tie similar requests together for single, uniform responses to multiple users
    - Management methods to allow requests to be closed and reopened
    - Rules and alerts to escalate requests to other parts of City in a time frame and to individuals designated by City
    - Mapping functionality that allows City administrators to view requests by category or by type on an integrated web-based map, with the capacity to filter requests by assignee, status and date
    - Ability to export request data, with the capacity to filter requests by assignee, status and date
    - Statistical analysis of data by application, category, request type and assignee
  22. A complete agenda creation application that encompasses the entire process of creating and publishing agendas and minutes to the website. This includes:
    - creation of agenda items
    - customized workflow routing
    - agenda building
    - automatic user notifications of new agendas and minutes
    - the ability to create minutes from the completed agenda template.
  23. An application that allows City to post and display public real-estate locations, detailing property specifics and contact information for further inquiries
  24. A citizen-centric log-in portal that allows users to personalize their website experience by creating and building out a dashboard of the items from the website in which they are most interested. Should use single sign-on functionality, and users should be able to build out custom “widgets” for display on their dashboard
  25. A staff directory with unlimited levels of departments, sub-departments, divisions and groups, with options for expanded staff biographies and images; e-mail addresses associated with directory listings shall be automatically obscured from automated methods of e-mail collection
  26. Database display ability that imports tabled information and allows City staff to specify and create search fields and filters specific to the database
  27. A table-building application designed to create tables in on-site content
    - Full accessibility options provided in an easy-to-use interface that promotes all table-based aspects relating to Section 508 of the Rehabilitation Act of 1973, including specification of heading rows, specification of heading columns, addition of captions, alignment of captions, association of cells with headers and an overall summary of the table
    - Unlimited columns and rows in created tables
    - Ability to alter table properties, including border colors, border width, border type, overall table height, overall table width, cell padding, cell spacing,

- alignment, background colors, importing CSS classes from overall website styles and addition of background images
- Ability to alter individual cell properties, including height, width, alignment of in-cell content, background color, importing CSS classes from overall website styles, addition of background images and text-wrapping format
- 28. Image management tools for the addition of images to on-site content through web pages and modular elements associated with the content management system
  - Image editing abilities on uploaded images, including the ability to change opacity, resize images dynamically based on width and height, ability to constrain proportions, flip images, rotate images, crop images, restore images and save altered images as either a thumbnail or alteration of the original upload or to replace the original upload with the altered image.
  - Capacity to upload multiple images at one time and associate images with specific pages; the maximum file size should be no less than two (2) megabytes
  - Ability to preview images prior to association with on-site content
  - Ability to alter image properties, including image width, image height, capability to associate or disassociate width and height, border color, border width, image alignment, margins and application of CSS classes from overall website styles
  - Full accessibility options provided in an easy-to-use interface that promotes all image-based aspects relating to Section 508 of the Rehabilitation Act of 1973, including specification of alternate text and long descriptions
- 29. Image mapping tools to create clickable maps or images with multiple hyperlinked points
- 30. Integrated Flash management
- 31. Integrated Media management
- 32. Creation of slideshows using multiple images and common tools found in the image management portion of the website content management system
  - Ability to alter the order, speed, transition type, transition duration and layout of on-site slideshows
  - Images shall automatically resize to common and specified dimensions in slideshows
- 33. For higher-end users, the capability to view the HTML code of any individual page and directly alter the code as necessary
- 34. Easy embedding of audio, video, media and social-networking applications with associated embed codes
- 35. Integration with common social-networking applications such as Facebook and Twitter
- 36. Ability to allow site visitors to view archived content
- 37. RSS feeds associated with multiple on-site applications on a category-based level
- h) City may desire the addition of optional features and applications, including, but not limited to:
  1. Live chat for City staff to interact with site users
  2. Accessibility software embedded in the website that offers users access to larger fonts and audible content
  3. Display of City GIS maps
  4. Agenda management and creation software for automation of City agendas
  5. Lightweight Directory Access Protocol (LDAP) integration should be an option
- i) Ongoing Service and Support. Firm's content management system, including all features and modular applications associated with the content management system, must have

qualified and available support included as a part of ongoing services to maintain the content management system, using guidelines, structures and materials meeting or exceeding the following criteria:

1. The Firm shall provide access to live support available via e-mail or phone during Firm's normal business hours.
  2. The support team must be fluent in the functionality and uses of both the content management system's features and associated applications and modules.
  3. Designated City points-of-contact shall have round-the-clock access to support for emergency purposes.
  4. Round-the-clock access to support materials including, but not limited to: online training manuals, support FAQs, customer support forums, instructional videos, informational newsletters, informational and support-driven webinars (live and archived), request forms, online education courses and support-related updates through common social networking mediums
  5. An online repository of training videos and certification tests for the purposes of fully training new staff members or retraining existing staff members for proven and documented certification of expertise within the content management system
  6. Preference will be given to Firms that provide support as an unlimited part of ongoing services rather than a pay-per-use system that discourages customer questions and interaction.
  7. In all submitted proposals, Firms shall be able to produce for City a Service Level Agreement that details guarantees of customer support as well as a service escalation process.
  8. Firm shall provide access to a larger community of software users in order to collaborate, share website management techniques, communicate with Firm staff and browse educational material on technology trends
- j) While website content updates are managed by City through the content management system, Firm must commit to regular maintenance and updating of the content management system and associated applications for the purposes of keeping the existing software up-to-date as well as introducing new functionality and applications. Firm shall commit to:
1. Rolling upgrades of the solution that strengthen and update the content management system's functionality and associated applications
  2. Regular maintenance of the content management system to improve existing functionality and, when appropriate, take City requests into consideration
  3. An internal process dedicated to reviewing new technologies and implementing development projects in order to provide a more robust content management system with additional features and applications
  4. In all submitted proposals, Firms shall be able to produce for City a Service Level Agreement that details guarantees of upgrades and the dedicated process for improving the software purchased by City.
- k) While the administrative functionality and associated applications of the content management must be continuously maintained and updated by the Firm, as outlined in 6b, the Firm must also provide as an option a recurring graphical redesign after every fourth year of continuous service.